# X550 SALES KIT

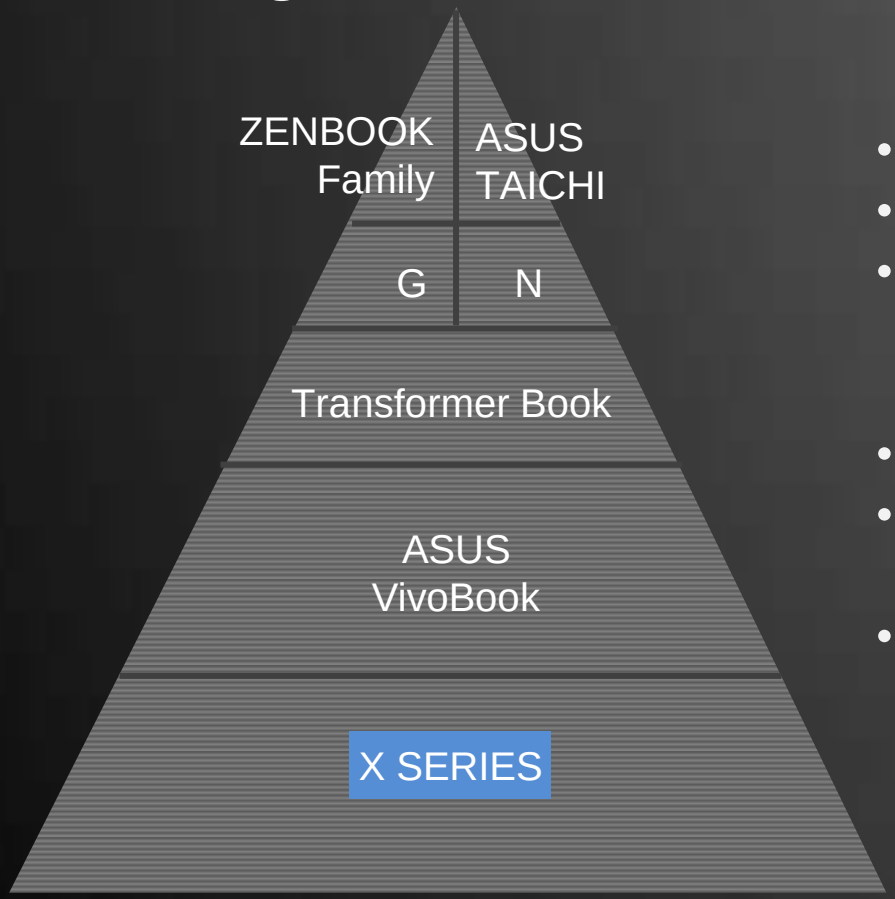
# X550

## Encircling Beauty and Performance

New X Series notebooks are designed with a spin-line finish that evokes sophistication and elegance. It has the ASUS-exclusive SonicMaster technology for clearer sound and deeper bass; a larger touchpad with intuitive multi-point Smart Gesture technology; and 3rd generation Intel® Core™ processors and 2-second instant on.  Powerful and stylish, X Series is an ideal daily multimedia computing platform.

# PRODUCT POSITIONING & TARGET AUDIENCE

## Segmentation ➡ Target Audience ➡ User Scenario




- 1st time notebook buyer
- Value Minded
- Need a reliable notebook at an affordable price
- Wants a stylish device
- Seeks quality performance
- Uses notebook for a broad array of needs: Work, class, multimedia consumption…

# X SERIES TRANSITION

## X45/55 Series

Platform
Intel Chief River → X45/55

Features
- Intuitive touchpad
- Better sound experience
- Slim streamlined design
- Instant on / IceCool / USB 3.0

## X550 Series

Platform
Intel Chief River → X450/550
Intel Haswell Platform→ X750

Features
- Elegant spin-line finish 5% slimmer than X45/X55
- Instant On/ IceCool/ SonicMaster tech
- Intel CPU and NV GPU

# FEATURES HIGHLIGHT

## Exquisite Design

- Elegant spin-line patterns and new colors
- 5% slimmer than previous generation

## Enhanced Mulltimedia Enjoyment

- SonicMaster technology for clearer and powerful sound
- AudioWizard software provides different pre-tuned modes for different usage
- ASUS Splendid technology reproducing richer colors for visually stunning display

## User-Centric Innovations

- IceCool Technology to keep palm rests below body temperature for comfortable typing experience
- SmartGesture technology for intuitive touchpad experience

## Supreme Computing Experience

- Up to Intel® Core™ i5 - i7 processors and NVIDIA® GeForce™ 700 series graphics card deliver the necessary processing power and better graphics users require
- Super Hybrid Engine II with Instant on for 2-second resume from sleep mode and extended standby time
- Free 32GB ASUS WebStorage for 3 years

# EXQUITSITE DESIGN

# PRODUCT ID

Matte LCD Bezel
Spin-line design that evokes sophistication and elegance.
Matte Diamond Checked Palm Rests
Aligned I/O Ports

# 5% THINNER

X55 → X550

26.2 mm 24.8 mm

| X45/ X55/ K75 | |
|---|---|
| X45 | 347 mm (L) x 245 mm (W) x 25.4-31.9 mm (H) |
| X55 | 380 mm (L) x 252 mm (W) x 26.2-31.9 mm (H) |
| K75 | 420 mm(L) x 282 mm (W) x 34.6-38.6 mm(H) |

| X450/ X550/ X750 | |
|---|---|
| X450 | 348 mm (L) x 241 mm (W) x 24.8-31.7 mm (H) |
| X550 | 380 mm(L) x 251 mm (W) x 24.8-31.7 mm (H) |
| X750 | 415 mm (L) x 270 mm (W) x 31.25-35.15 mm (H) |

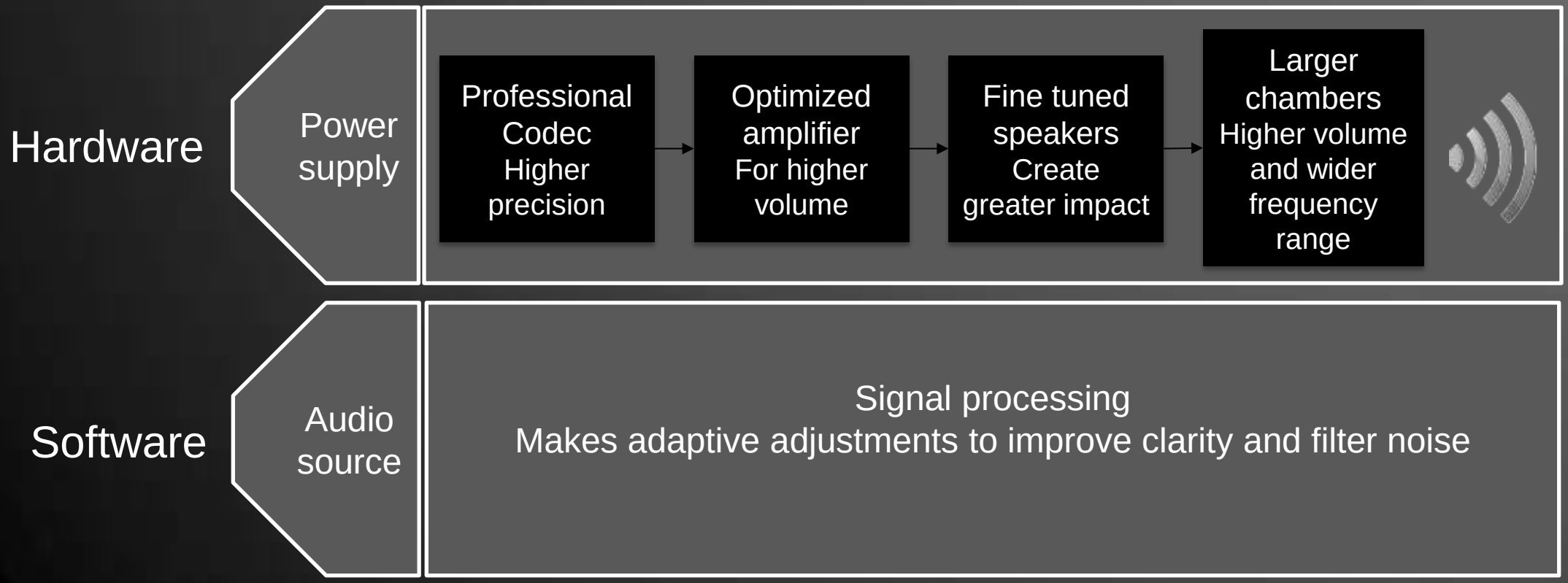
# ENHANCED MULTIMEDIA ENJOYMENY

# SONICMASTER TECHNOLOGY

## Hardware and software optimization

Guarantees that all sound processing steps meet the highest quality in the industry

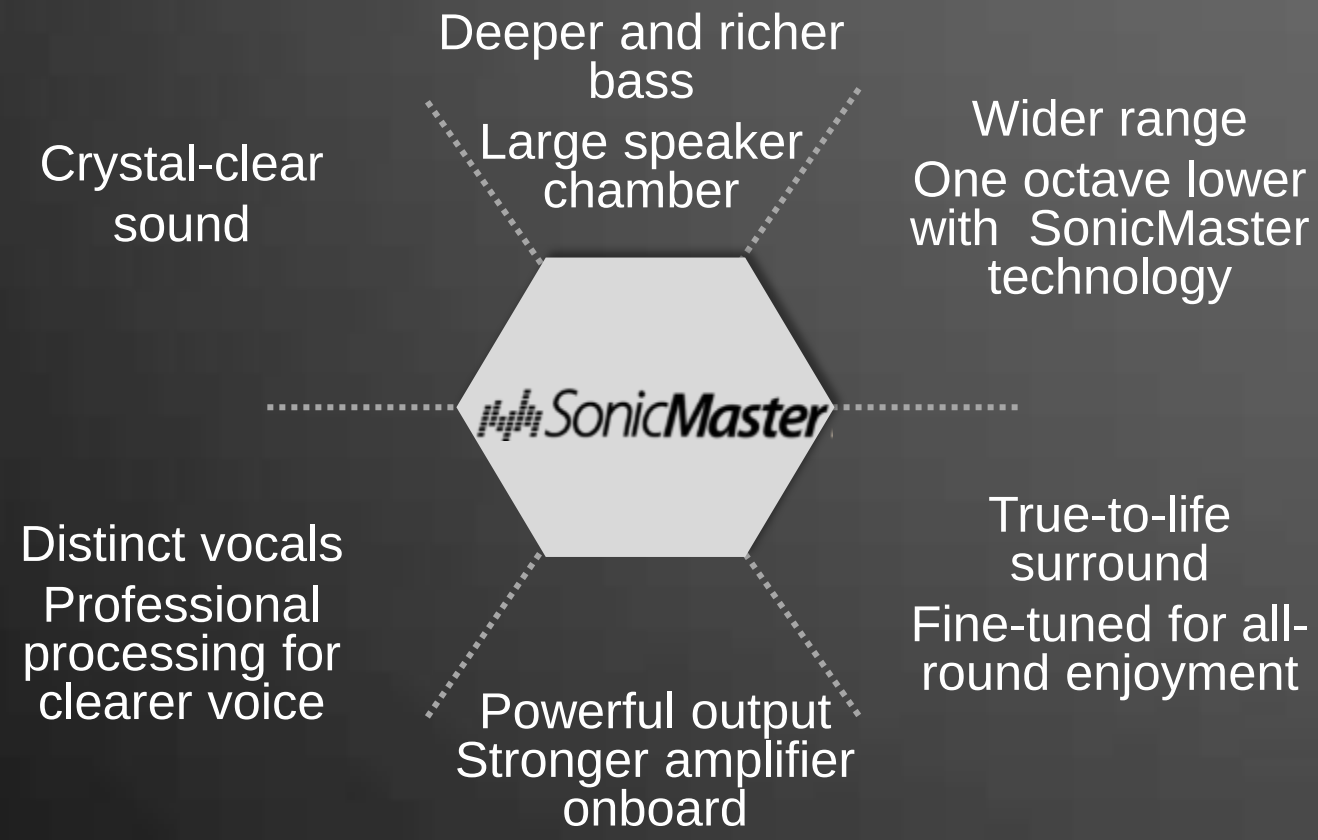
Exclusive ASUS sound enhancement turns the new X Series into highly capable multimedia notebooks, with the best sound in their class: more power, wider range, and improved clarity combine to offer a more satisfying multimedia experience


Hardware
Power supply
Professional Codec Higher precision
Optimized amplifier For higher volume
Fine tuned speakers Create greater impact
Larger chambers Higher volume and wider frequency range
Software
Audio source
Signal processing
Makes adaptive adjustments to improve clarity and filter noise

# SONICMASTER TECHNOLOGY

## Improved Audio Quality

- A tailored mix of beautiful design, superior hardware, and feature-rich software results in the ultimate sound experience.
- Improved audio quality  with easily distinguished and accurately louder sounds.



# AUDIO WIZARD

AudioWizard is an optimized audio tuning software that comes with 6 pre-tuned audio and video modes. You can switch among these modes when listening to music and watching movies for best audio behavior.

- The exclusive ASUS AudioWizard enhances sound quality to suit different listening environments for optimum performance with music, movies and games.
- Bundled with the 2011 Technical GRAMMY® award winner-MaxxAudio , a professional audio processing tool in the industry.

# ASUS SPLENDID TECHONOLOGY

ASUS's Splendid Utility enhances the display of ASUS notebook panels, reproducing richer and deeper colors for visually stunning experience in any viewing scenario.

Users can choose the most suitable mode from four options to make the best out of their viewing experience. Normal mode for office work, Theater mode for watching movies, Vivid mode for seeing pictures and an option to set the screen colors if none of the above fit their usage.

# USER-CENTRIC INNOVATION

# ICE COOL TECHNOLOGY

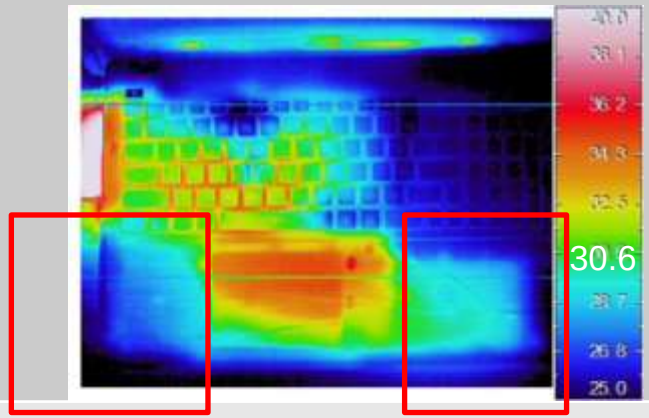
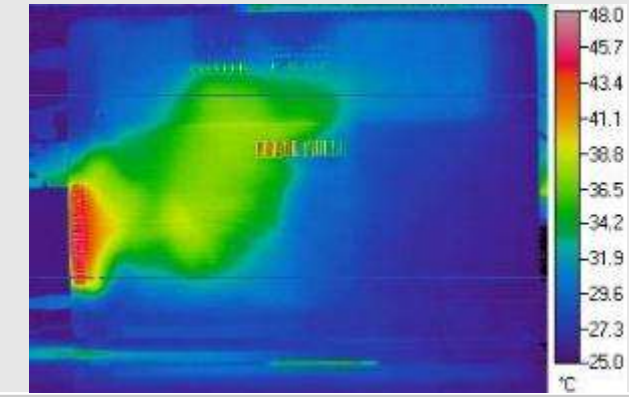
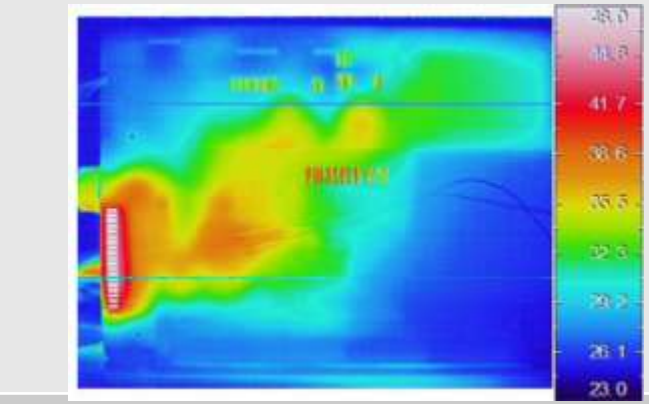
## Keeps palm rests cool and below body temperature

ASUS designers have created a unique technology that reshapes the internal layout of notebooks in order to address palm rest heating issues.

IceCool technology prevents heat build-up on the palm rest to maintain a temperature range of 28˚ C to 35˚ C, significantly lower than body temperature to make it comfortable for users.

# ICE COOL TECHNOLOGY

## Guarantees a comfortable typing experience

| Intel | X450CA i3-3227 | X550CA i7-3537U |
|---|---|---|
| Top case | |  |
| Bottom case |  |  |

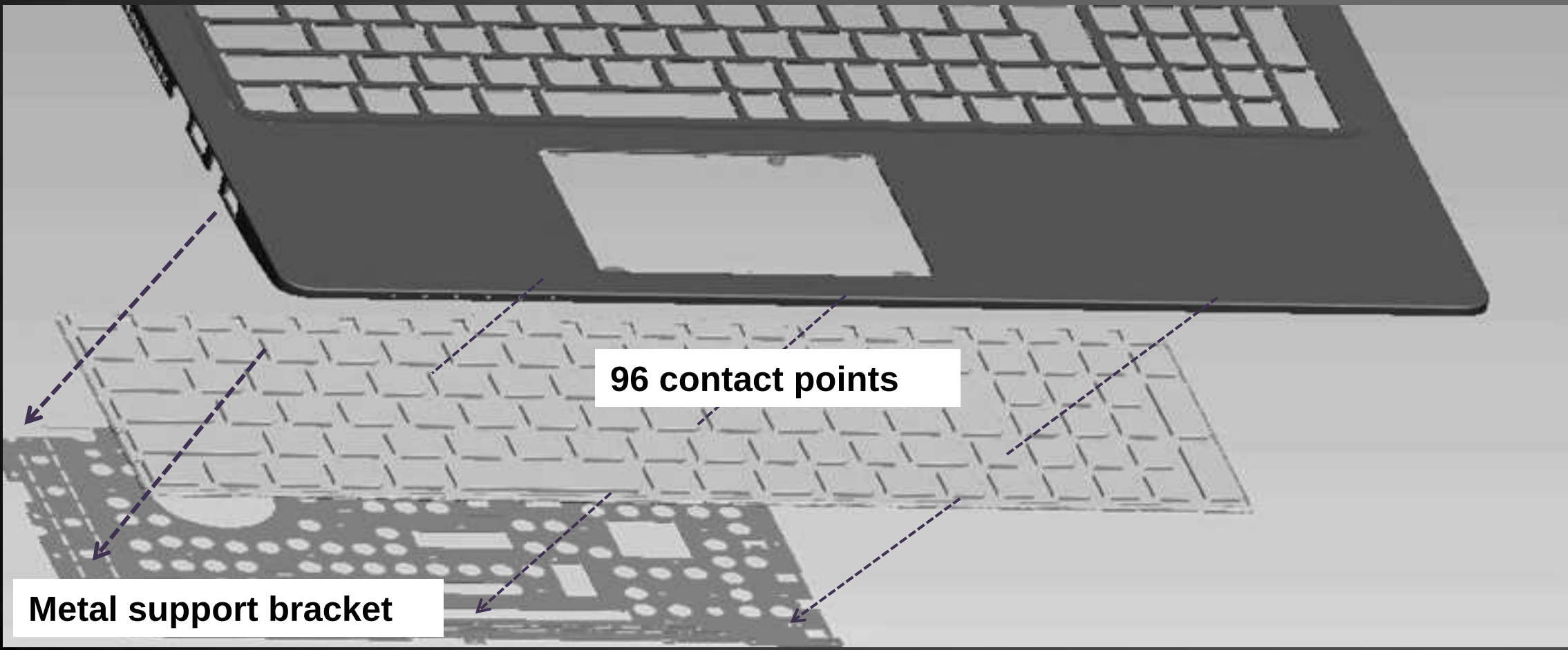
*Running 3DMark 06. *TAmbient = 25˚ C

**28 - 32.5 ˚ C**

Temperature in highlighted areas (red boxes) are lower than body temperature.

# Seamless One-Piece Keyboard

Nearly 100 solder points and a metal bracket create solid mechanical reliability for perfect typing feel reinforcement



# LARGE TOUCHPAD

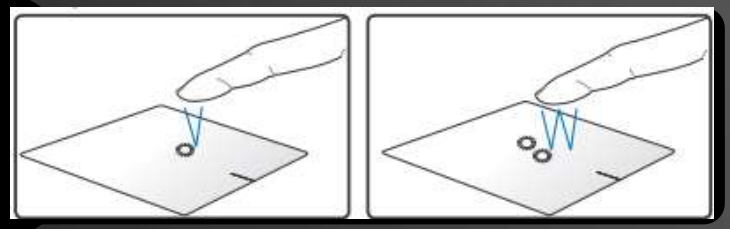
The X550 touchpad is larger than that of other brands. Smart Gesture technology supports a range of touch commands for quicker and more precise input for Windows 8.

X550

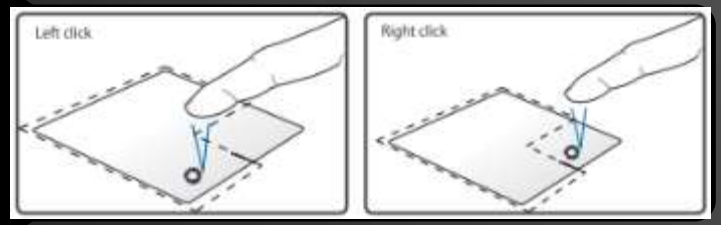
# SMART GESTURE TECHONOLOGY

Smart Gesture technology lets you pinch-zoom in and out of images and webpages, drag-and-drop items, along with multi-finger page scroll and swipe to set a new standard in touch input for Windows 8.

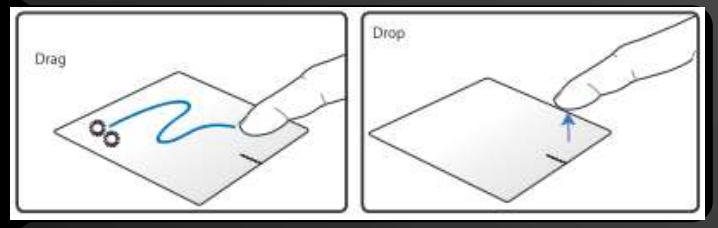
**Tapping**



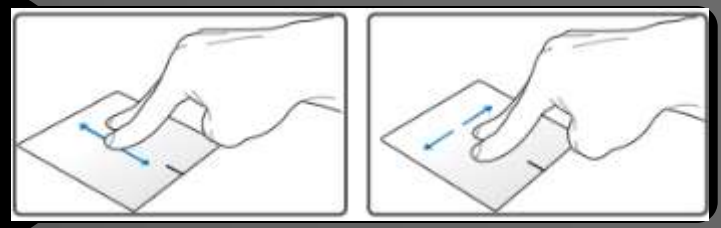
**Clicking**



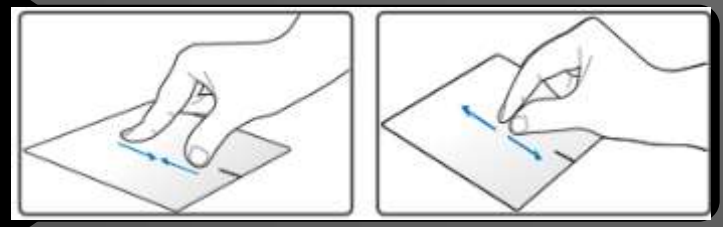

**Dragging and dropping**



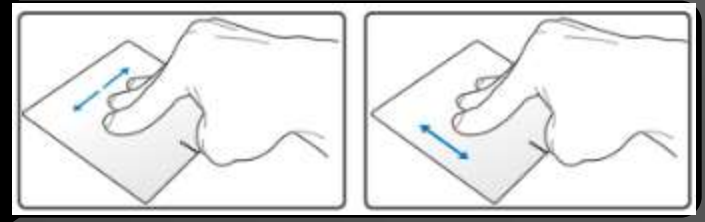

**Scrolling**



**Zooming**



**Three-finger swiping**



Smart Gesture compatible with select applications

Smart Gesture

# SUPREME COMPUTING EXPERIENCE

# Intel® Core™ i SERIES CPU & NV GPU

Available with up to a 3rd generation Intel® Core™ i7 processor and NVIDIA® GeForce™ 700 series graphics card, X550 delivers smooth, responsive performance for everyday multitask computing or multimedia consumption. The Intel® Core™ processors and NVIDIA® GeForce™ 700 series give X450/550 users highly satisfying productivity and entertainment experiences.

# Up to 3rd Gen Intel® Core™ i7 CPU

| Enabling Technology | User Benefit |
|---|---|
| 3nd Gen Intel® Core™ processors with visibly smart performance | Get a full PC experience on a system that lets them go anywhere and lasts all-day . |
| Intel® Ultra processors with low thermal power for smaller form factors and lower average power for extended battery life | Get great performance that allows them to stay in a seamless uninterrupted flow |
| Intel® Turbo Boost technology for Core™ i5 and above | Have a sleek, easy to carry design that fits their style |
| Intel® Rapid Start technology for quick resume; Intel® Smart Response technology for application responsiveness | Enjoy peace of mind of a secure computing experience |

# NVIDIA® GeForce™ 700 series

## 2x better efficiency and performance

Huge Boost over 600M Series

Accelerated Multimedia PC

NVIDIA Optimus Technology
Great Performance, Long Battery

The new GeForce Experience:
PC quality and Console-like ease

# SUPER HYBRIDE ENGINE II

Exclusive ASUS Super Hybrid Engine II technology brings notebooks smartphone-like responsive performance, with near-instant resume even from prolonged standby.

ASUS Super Hybrid Engine II technology also optimizes battery life with various power modes to suit the task at hand.

## Benefits:

### Instant on 2-Second Resume

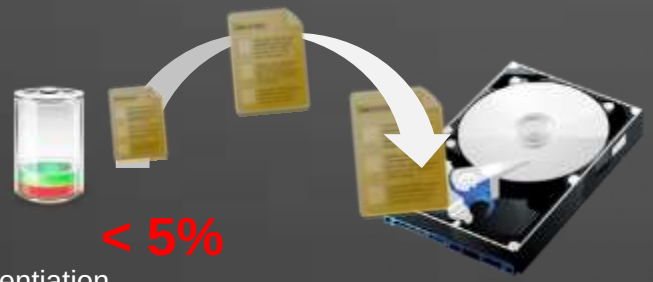
Resume from sleep mode in 2 seconds, so you can get back into things delay-free

### 2 Weeks of Standby

With instant on functionality enabled, X450/550 can remain in standby mode for an incredible two weeks!

### Worry Free and No Data Loss

Automatically backs up your data whenever the battery drops below 5%




*Actual standby time may vary due to specific component performance, connected devices, and environmental differentiation.

# 2 WEEKS STANDBY TIME

With Super Hybrid Engine II technology and instant on, the ASUS X Series can remain in standby mode for about 2 weeks!

| Standby Time | | | | |
|---|---|---|---|---|
| **Instant on** | X450CA | X550CA | X550DP | X750JB |
| **Resume Time** | Within 2-sec | Within 2-sec | Within 2-sec | Within 2-sec |
| **Performance Mode (when Instant on is enable)** | 9 days | 16 days | 8 days | 12 days |
| **Battery Saving Mode (when Instant on is enable)** | 81 days | 73 days | 173 days | 74 days |

*Actual standby time may vary due to specific component performance, connected devices, and environmental differentiation.

# USB 3.0

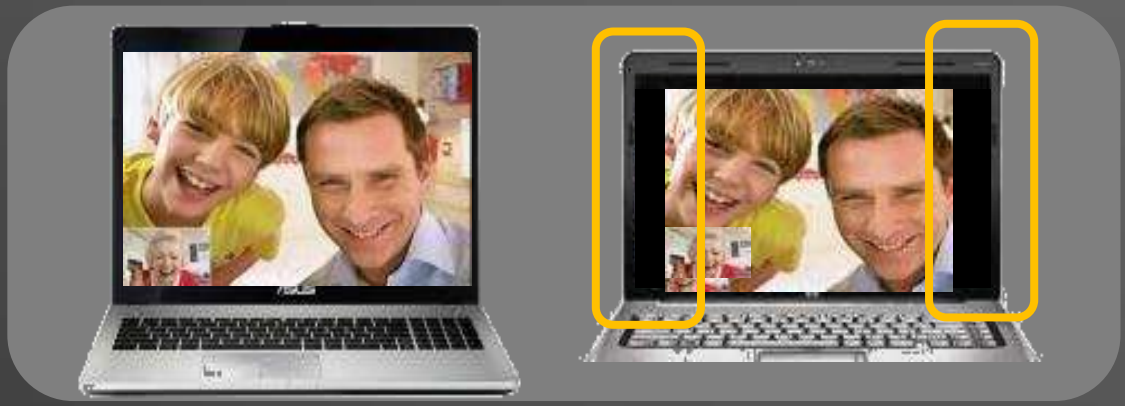
USB 3.0 has data transfer speeds up to 10 times that of USB 2.0, so all your files and content are copied and backed up more quickly. Say goodbye to long waiting times.

*All figures are theoretical values (component spec) for reference purposes. Actual speeds depend on device and system status.

# HD Camera

- Full screen video conferencing ➔ 16:9 ratio
- Better chat ➔ 30fps with MJPEG video compression
  (mainstream cameras: 15fps)
- Great lowlight performance powered by a high sensitivity sensor
- Resolution: 1280 x 720
- 0.92 megapixels per frame

Smooth video streaming under lowlight conditions




Full screen video chat

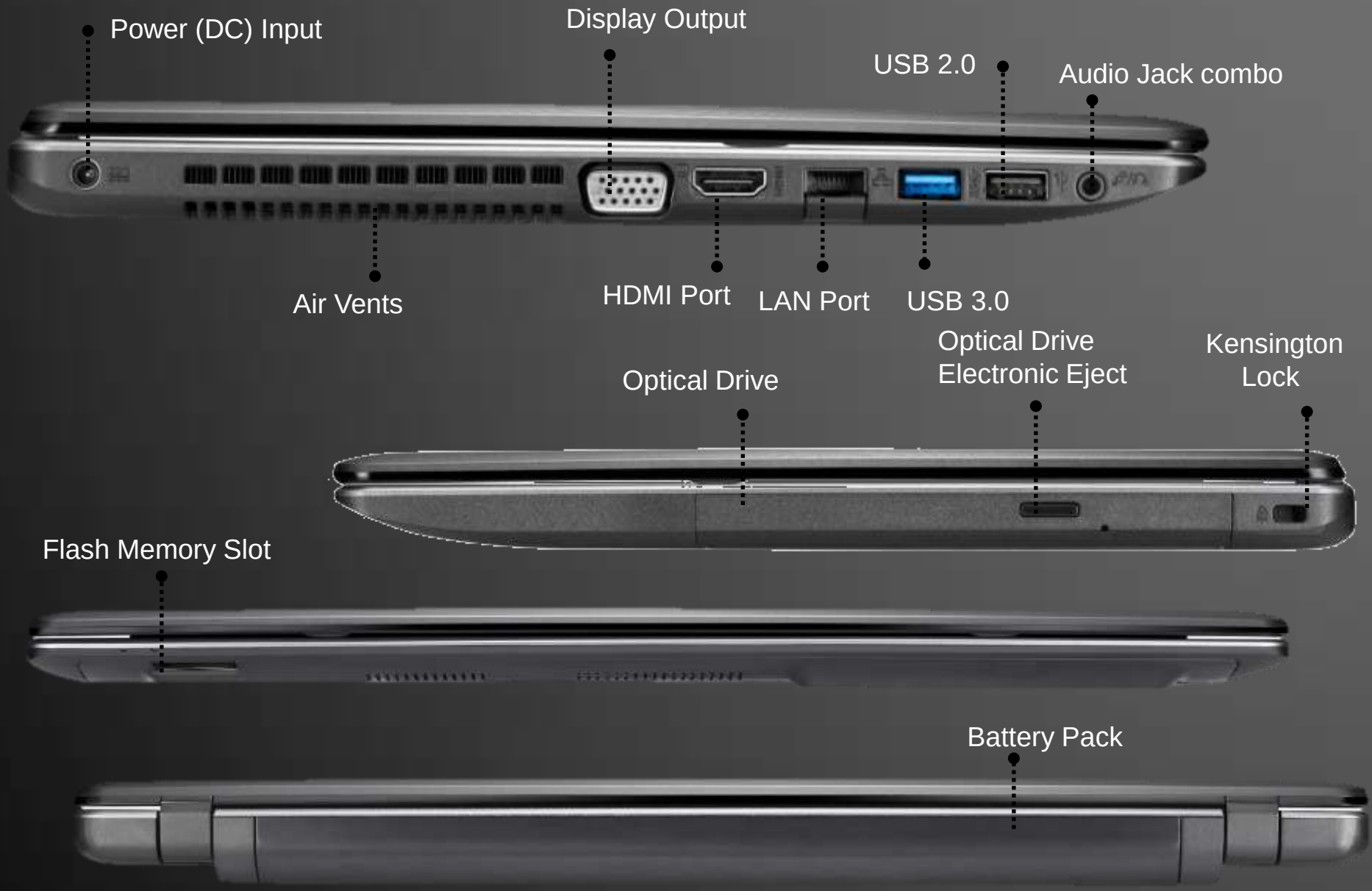
# ASUS WebStorage

## Cloud

ASUS WebStorage means your personal stuff is always with you on any internet-connected device. Keep files in sync automatically, share photos and video online with family and friends, and save valuable onboard storage space by streaming music and movies wirelessly. X series comes with 3 years of free 32GB WebStorage and you can add more at any time.

# APPENDIX

# X550 (intel) PRODUCT PORTFOLIO



# BATTERY BENCHMARK

| Model | X550CA | X550CC | X550VC |
|---|---|---|---|
| CPU | I7-3537U | I7-3537U | i5-3230 |
| VGA | N/A | 2G | 2G |
| Onboard RAM | 4G | 4G | 4G |
| Battery Pack | 3000mAh/2600mAh | 3000mAh | 3000mAh |
| Battery Life | 324m | 337mins | 312mins |

# X550 SERIES

# X550 CA

| | |
|---|---|
| CPU | • Intel Chief river ULV 1007U Celeron |
| Graphics | • Intel® HD Graphics |
| Chipset | • HM76 |
| Main memory | • On board 4G memory, 1 x SODIMM Sockets for Expansion Up to 8GB, DDR III DRAM(1600MHz) |
| Display | • 15.6” 16:9 (1366x768) Glare HD |
| Card Reader | • SD/SDHC/SDXC |
| Storage | • 2.5” SATA II 500GB (5400rpm) |
| Optical drive | • 8.9” DVD Super-Multi 8X |
| Connectivity | • 802.11 B/G/N<br>• BT4.0 support<br>• On board 10/100/1000 Mbps Ethernet |

| | |
|---|---|
| Camera | • Fixed HD Video Camera |
| Operating system | • Win8 64bit |
| Keyboard | • 19 mm full size ASUS New 348mm Chiclet keyboard |
| Interface | • 1 x VGA port<br>• 1 x USB 3.0 + 1 x USB 2.0<br>• 1 x LAN RJ-45<br>• 1 x HDMI<br>• 1 x Audio combo Jack |
| Audio | • Built-in Azalia compliant audio chip, with 3D effect & full duplex |
| Battery pack | • Li-Ion, 4S-1P, 37WH (4 cells: 2600mAh) |
| AC adapter | • DC: Output 19V, 65W<br>• Input: 100~240V AC, 50/60Hz universal |
| Dimensions and weight | • 38 (W) x 25.1 (D) x 2.48 ~ 3.17 (H) cm<br>• 2.2kg |

# X550 CC

| | |
|---|---|
| CPU | • Intel Chief river ULV i7/i5 |
| Graphics | • NV GT720<br>• VRAM 2G |
| Chipset | • HM76 |
| Main memory | • On board 4G memory, 1 x SODIMM Sockets for Expansion Up to 8GB, DDR III DRAM(1600MHz) |
| Display | • 15.6” 16:9 (1366x768) Glare HD |
| Card Reader | • SD/SDHC/SDXC |
| Storage | • 2.5” SATA II 750GB (5400rpm), 500(7200rpm) |
| Optical drive | • 8.9” DVD Super-Multi 8X |
| Connectivity | • 802.11 B/G/N<br>• BT4.0 support<br>• On board 10/100/1000 Mbps Ethernet |

| | |
|---|---|
| Camera | • Fixed HD Video Camera |
| Operating system | • Win8 64 bit |
| Keyboard | • 19 mm full size ASUS New 348mm Chiclet keyboard |
| Interface | • 1 x VGA port<br>• 1 x USB 3.0 + 1 x USB 2.0<br>• 1 x LAN RJ-45<br>• 1 x HDMI<br>• 1 x Audio combo Jack |
| Audio | • Built-in Azalia compliant audio chip, with 3D effect & full duplex |
| Battery pack | • Li-Ion, 4S-1P,37 WH (4 cells: 3000mAh) |
| AC adapter | • DC: Output 19V, 65W<br>• Input: 100~240V AC, 50/60Hz universal |
| Dimensions and weight | • 38 (W) x 25.1 (D) x 2.48 ~ 3.17 (H) cm<br>• 2.2kg |